It's twice the thrill this Spring ...for National Red Cross Shoe Week reveals not only the season's loveliest-ever styles in this famous footwear...but also America's more-amazing-than-ever fine shoe value.

Come in today and see our complete line.

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

PLACE ONE CENT STAMP HERE

1B-H1721

POST CARD

National
RED CROSS SHOE WEEK
April 20 to 25
The RODEO
THE UNITED STATES SHOE CORP. CINTI. U.S.A.
RED CROSS
SHOE
The PLAZA
The UPTON
The ADELPHIA
The ORIANNA